

SELLING Points

LOTTERY RETAILER NEWSLETTER | November 2015 Vol. 16, No. 5

sceducationlottery.com



Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

 **South Carolina
Education
Lottery®**

P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com



Just In Time for the Holidays... NEW Whimsical Instant Tickets Full of Winning Cheer

By Leila Wilson, Product Specialist

The South Carolina Education Lottery is ringing in the holiday season with more fun holiday tickets. These tickets are great to give and to get, so encourage your players to buy one of each!

Keep the holiday Scrooges away with the new \$1 **Baa Humbucks**, where ‘ewe’ and your players have a chance to win up to \$5,000!

Then remind your players there is a **Ho Ho Ho Lotta Cash** stashed away in the new \$2 holiday ticket, where they have a chance to instantly win prizes up to \$20,000.

The \$5 **Ruby Red** scratch-off has a top prize of \$100,000 and colorful ways to win, as does \$10 **Carolina Green**, with a top prize of \$250,000. These green and red tickets will add even more fun, color and excitement to the holiday season and to gift giving.

We wish you a winning season! Happy Holidays!

Holiday Cash Add-A-Play is Back!

Add-A-Play is back to celebrate the holidays with a new installment launching this month! On Monday, November 2, **Holiday Cash Add-A-Play** goes on sale. Remind players that they can win up to \$500 by adding a play!

So ask players if they would like to spend an extra \$1 to add a play to their Pick 3, Pick 4, or Palmetto Cash 5 ticket purchase.

Holiday Sales Tips to Win Over Any Scrooge

- \$1 **Baa Humbucks** and \$2 **Ho Ho Ho Lotta Cash** make a great little gift set or stocking stuffers. They are useful as gift tags too!
- Suggest a well-coordinated and well-received gift of \$5 **Ruby Red** and \$10 **Carolina Green**, for a holiday red and green duo.
- Treat yourself to a **Lucky for Life** ticket for the Christmas Eve draw.

Need a Gift?
Remind those players that the best gifts can come wrapped in small packages...from the SC Education Lottery!



Don’t Let Customers Fall Victim to a Grinch

The Grinch is lurking, posing as a lottery official out to take your players’ money. Around the holidays especially, reports of scams sent by mail, text message, and on social media increase. In most cases, the Grinch asks for money in advance to cover processing fees to claim a phony prize.

You recognize this for what it is – a scam. Don’t let your customers become victims regardless of what time of year it is. If a customer approaches you with a similar tale, have them contact the SC Lottery toll-free at 1-866-736-9819 to report the incident during regular business hours.

In order to legitimately win a lottery prize, you know that a player must have a winning ticket to present for verification to either you or at the lottery claims center.

Powerball® and Mega Millions® are the games often referenced by scammers. These games would never contact winners by phone, direct mail, email or social media. The SC Education Lottery only contacts players if they’ve won a promotional drawing the player entered. The SC Lottery would never ask for money in return for a prize. No legitimate lottery: 1) calls collect; 2) asks for credit card numbers or bank information; 3) guarantees a prize; or 4) asks a winner to pay up front.

The best advice you can give your players is to NEVER give out personal information like credit card numbers, bank account numbers or social security numbers to strangers over the phone or online. Never send money to someone promising a prize: 1) in a contest you never entered, 2) you do not have a ticket for, or 3) you don’t know how you won. When in doubt, call a trusted source like the SC Lottery.

SPOTLIGHT

BP Shop

By Jay Caldwell, Upstate MSR

When a lottery terminal sings out, “Ding, ding, ding, you’re a winner!” it signifies a winning ticket has been cashed. But Vishal and Diya Patel, owners of **BP Shop** in **Greenville**, believe that sound means much more. Not only is the player a winner, but so are the retailers, and EDUCATION!

After more than a decade of dedicated service to their customers, the Patels have seen their lottery business steadily grow. They are now a top 10 retailer in Greenville County. Vishal states, “We really believe in the Lottery and so do our players. They love to hear our terminal sing when they win!”

Keeping dispensers full and changing jackpot signs are a couple of keys to their success. “We concentrate on providing the best service we can to our customers. If tickets aren’t in the dispenser, our customers can’t buy them. That is why we strive to keep our dispenser full,” Diya said.



Vishal and Diya Patel of the BP Shop in Greenville will tell you that hard work really does pay off. A lottery retailer for 10 years, their commitment to selling tickets was realized this year we they cracked the top 10 of retailers in their area.

Speaking of growing, Vishal and Diya are expecting a new addition to their family, as Diya is pregnant and due this month. While they’ve discussed names for the baby, one hasn’t been chosen yet. With their good fortunes in selling lottery tickets, Vishal is leaning toward naming the baby....LUCKY! Diya hasn’t given her approval....yet. Congratulations, Vishal and Diya!

New Games

Scheduled to launch Tues., November 10:



Launch dates and tickets are subject to change.

Artwork shown is not necessarily representative of final product.

TICKET Alerts

LAST DAY TO SELL

Wed., November 4: 3 Times Lucky (#715)
Wed., November 11: Red, White & Blue (#766)
Wed., November 25: Classic Cash (#773)

LAST DAY TO RETURN

Fri., November 13: Chili Pepper Payout (#761)
Fri., November 27: Funky 5's (#718), Hot Shot (#737), EZ \$1040 (#743), 7.11.21 (#747) & Fast \$50s (#751)

LAST DAY TO REDEEM

Tues., November 3: Jumbo Bucks (#692), Double Deuces (#734) & Million Dollar Series (#750)
Tues., November 10: Extra! Extra! Crossword (#742)
Tues., November 24: Lucky Red 7's (#762)

- Dates Current as of 9/25/2015.

HOLIDAY CLOSING: Thurs. and Fri., November 26 & 27, 2015 - SCEL will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 25 will be delivered on Fri., November 27.

Thurs., Fri., & Mon. December 24, 25, & 28: SCEL will be closed to observe Christmas Eve, Christmas Day, and a Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Wed., Dec. 23, will be delivered on Thurs., Dec. 24.

Thurs., December 31: SCEL will be OPEN, but our delivery partner will be closed on Thurs., Dec. 31 and Fri., Jan. 1. Tickets ordered on Wed., Dec. 30, will be delivered on Mon., Jan. 4, 2016. Tickets ordered on Thurs., Dec. 31 will be delivered on Tues., Jan. 5, 2016.